

# TO STUDY THE ROLE OF MEDIA IN THE PROMOTION OF RESPONSIBLE-TOURISM

Shobha Chaudhary<sup>1</sup>, Ruchita Sujai Chowdhary<sup>1</sup>, Ritesh Chaudhary<sup>2</sup>

<sup>1</sup>Department of Mass Communication, Khawaja Moinuddin Chishti Language University, Lucknow

<sup>2</sup> School of Media, Journalism & Film Making, Himgiri Zee University, Dehradun

Corresponding Author Email: shobha.chaudhary22@gmail.com

## Abstract

Two words which are most common and heard of, in one's daily life, are tourism and tourist. Tourism is linked with pleasure, holidays, traveling somewhere. These are the things that motivate people to leave their mundane place of work and residence for temporary visits to other places. Today people are excitedly taking part in tourism. This may include short trips during the week, weekend breaks or longer journeys during holidays. It is one of the world's fastest growing industries and is a major source of income for many countries. As per the need and desire of the tourists there are different kinds of Tourism as Rest and Recuperation, Escape, Communication, Freedom, Health, etc. If we look closely upon these different kinds of tourism we will conclude that like any other forms of development, it can also cause its share of problems. We must have heard Mr. Amitabh Bachchan, the legendary Actor saying, 'Khushboo Gujarat Ki' or 'Rann nahi dekha to kuch nahi dekha' in Gujarat Tourism's new advertisement Campaigns. Thus, the aim of this paper is to highlight the role of media in promoting these eco-friendly tourisms specially the adventurous part. Hang Gliding, Bungee Jumping, water skiing, Surfing, Trekking, Mountaineering are some of those heart throbbing activities that every adventure lover would like to do. As we all know that media is one of the most important aspect of the tourism industry. Media has power to change the attitude, create awareness, provide information, and many more. This paper will analyze that how and with what tools media is promoting this 'Responsible-Tourism'.

**Keywords:** Responsible Tourism, Media, Impact, sustainable development

## Introduction

Tourism, as a phenomenon, involves a temporary break from the normal routine to experience something which is not ordinary or an everyday thing. Almost all traveler types – the explorer, the pilgrimage, the monk, the merchant, the student, the missionary, the hermit, the refugee, the conqueror, the cure seeker etc can be cited as prototypes of the modern tourist. Tourism is related with consuming goods and services. For example, you need some mode of transport, some form of accommodation to stay and so on. However, the only reason for the consumption of such services and goods is that we have a pleasurable experience or that we enjoy ourselves. A part of the enjoyment is in fact that these goods and services are different from what we typically consume every day. Another aspect of our enjoyment is that we:

- look at a set of different landscapes, cultures and life styles, and
- See different people and hear other languages, etc.

Tourism is a leisure activity because it coexists with its contrast that is regulated and organized work. This shows us that in modern societies work and leisure are organized as separate and regulated areas of social practice. They are located in specific places and periods of time. According to the World Trade Organization, 'When people move away from their normal place of residence and work for a period not less than 24 hours and not exceeding 1 year, is when a sense of tourism can arrive at'

Now a day, tourism has become a status symbol in modern societies and is considered be necessary for one's overall health. Today 40% of free time is devoted to travel in developed countries. In 2018, International tourist arrivals reached 1.035 billion, up from over 983 million in 2017. In 2010 it was 940 million. Subsequently in 2017 and 2018, after the late-2000's recession international travel demand again built up and continued to recover from the losses resulting from the crisis.

These statistics reflect the fact that many new tourist sites are opening all over the world and tourism is now a global phenomenon. Tourism is generally considered to be a beneficial activity. It is for most people an ideal land use activity, a non-polluting, job generating and foreign exchange earning industry. However, years of experiences have led to the realization that a mass, and uncontrolled movement of people creates certain social, economic, political and environment impacts at the destinations. The economic impact consists of employment, income and foreign exchange Earnings whereas the social impact comprises friendship, learning from each other, better understanding among people and their social development. When we analyze the environment

impact of tourism, we will find out that tourism has an immense impact on the physical environment. As we know that the major part of tourism depends upon the nature.

### Carrying Capacity of a Destination

When there is Unplanned and unregulated management of tourism programs, this leads to structural or visible tempering of the natural and social environment that are often destructive and difficult to remedy. All tourist destinations are ecosystems in their own and have carrying capacities. They could be: -

- of the public amenities and utilities.
- the ecology or the environment of the locus.
- the capacity of the people to live a life of comfort, satisfaction and dignity in their own cultural and social milieu.

### The overcrowded destinations in India are:

Goa, Nainital, Shimla, Agra, Haridwar, Jodhpur, Khajuraho, Jaipur, New Delhi, Udaipur, Ooty, Lonavla, jaisalmer, kovalam, Puri, mumbai, Andamans and Niccbar, Munnar, Srinagar, Mount Abu, Champawat, Mussoorie, Panchgani, Khandala, Mahabaleshwar etc. Therefore, to safeguard the experience of travel, to avert environmental and cultural degradation and, most of all, exploitation and dehumanization of the local population we have Alternative tourism. We may also call it Responsible Tourism because of all the above mentioned points . It is argued that with the help of Alternative Tourism, we can control the problems raised by tourism industry. Responsible tourism can be interpreted as an umbrella term embracing supposedly more caring and aware form of tourism. Its prefixes include alternative, appropriate, sustainable, soft, green etc. In India there are few destinations which is practicing this form of Tourism as, Kumarakom (Kerala), Ladakh, Goa, Nainital (mission Butterfly) etc. Through this paper we would like to throw light upon the Role of media in promoting sustainable tourism. Thus, before proceeding, let us first explore some of the Sustainable-cum-Adventure Tourism in our country.

Adventure tourism is an outdoor activity and India's vast geographical diversity provides a favorable field for outdoor adventures. Natural and artificial landscapes of India are ideally suited for trekking, Mountaineering, Rock Climbing, Skiing, Hot air ballooning etc.

1. **Review of Literature:** If sustainable tourism development is, as Godfrey (1998) argues, a process, then it is logical to identify the appropriate means with which to engage in that process. Such means have been reflected in the host of new terms and types of 'alternative' tourism that have evolved from the theory of sustainable tourism development as solutions to the problems of tourism. The vision of a more of tourism was much discussed in the 1980s and became an important element within the then emerging concept of sustainable tourism (Krippendorf, 1987: 138-139).
2. **Statement of the Research problem:** The study has examined the role of media in promoting the responsible tourism. To achieve the goal researcher has worked upon the following objectives:
  - To examine the role of print media in the promotion of Tourism.
  - To examine the role of Electronic media in the promotion of Tourism.
  - To examine the role of other media in the promotion of Tourism.
3. **Discussion & Findings:** Internet has been the key factor behind the efficiency and informative nature of communication network. Tools of modern media and communication are complex and hence, I suppose the tourism industry faces a challenge to choose the most appropriate and fastest methods and practices in promoting tourism. With this kind of mobility, today, modern media can accelerate tourism by showcasing a destination and it can also show a destination with negative publicity. Therefore, in addition to understanding the local conditions, it is also necessary that we publicize media programs that are effective.

### Importance of Print for Tourism Promotion

National Geographic has outlined in the magazine the history and ways of life of various cultures and animal species worldwide. More such efforts are required.

### Television Communication

The various programs on the channel like Food and Travel such as "Dinner, Drive-In and Dives" and "Ham on the Street" seem enticing. In such a situation, the need is that more and more programs should be made in this direction. The visual combination of vacation locale shots combined with recognizable celebrities serving as

tour are also greatly important to the promotion of tourism on every TV channel. Capturing the essence of a destination in less than a minute means packing in a lot of pictures and stunning video shots that will stick to the hearts and minds of viewers.

**The Importance of New Media**

Tourism has likely never benefited more from print and vision media than it has since the dawn of the Internet. Almost every town, county, city, state and nation has its own personal homepage, publicizing what is best about the location. Banner ads are often strategically placed on top websites, and the print and pictures are usually geared toward the demographic of visitors. A financial or professional website visited by those with high-stress jobs may feature an ad for a relaxing destination spa or outdoor getaway. Children’s websites will often feature ads for Disneyland or other child-friendly amusements. Through print and vision media, people can become hooked on what they see, and the tourism industry benefits from each and every click.

**The Importance of Billboards and Signage**

Many people can tell you that they saw a specific billboard on side of the highway as were driving by. This is because it is located on a busy route, such as a work commute, school drop off etc. People begin to memorize these billboards when they see them frequently, and when holidays come along, they think of these images mostly. Billboards are a powerful way for tourist destinations to give a big image example of what they have to offer, to those who wish they were somewhere else besides the car on the way to another routine day. Electronic billboards, which rotate images and advertisements, have made even more room for travel agencies and resort owners to advertise what they have to offer without spending a fortune. With smart phones increasing in popularity, a website displayed on a billboard can often be looked up right away during the drive, assuring that individuals will remember their advertisement.

**Tools of Marketing**

Direct mail campaign, Newsletters, Film Distribution, Promotional Evenings and weeks, Trade Marts/Exhibitions, Liaison with universities, Colleges etc., Participating in Radio and Television talk shows, Interviews in the print media, specialized magazines, All forms of New Media

Few Examples to code the strength of Media

- Incredible India Campaign, a unique marketing initiative, was conceptualized in 2002 by the then creative director of O & M, V Sunil supported by Amitabh Kant, Joint Secretary, Ministry of Tourism. In order to create a distinctive identity for the country, the exclamation mark that formed the “I” of India was used to great effect across all communications channels. This resulted in the iconic “Incredible India” logo, establishing India as a high-end tourist destination, thus, generating a 16% increase in tourist traffic in the first year.
- SITA, a bicycle tour arranged by John C. Dengler set the pace for a small company called Students International Travel Association. The company soon became popularly known by its acronym – Sita – and launched itself into the orbit of world travel. After resounding success in the U.S.A., Sita looked beyond the Atlantic to Europe and Asia, to India. In 1956 the Chairman Emeritus, Mr. Inder Sharma, set up the first office at New Delhi. Sita has since worked consistently to be known worldwide as a reliable and efficient Travel and Tourism Company with integrity and best-quality service.
- Air India’s Adventure Tourism Cell is primarily geared to promote mountaineering, trekking and adventure activities. The cell also promotes white water rafting, car rallies, ballooning, camel safaris, Heli – skiing and hang-gliding’s. Air India keeps organizing special programmes to give a wide publicity for projecting India. Some among these were– MTV promotion, India crafts Exhibition, Food and culture Promotion, Magazine du Nord India Promotion.
- Gujarat government’s “Khushboo Gujarat Ki” campaign, for the first time since its launch five years ago, has turned the focus on the state’s Islamic heritage that gave shape to cities like Ahmedabad. Run by state tourism department, the campaign – starring superstar Amitabh Bachchan, who is also Gujarat’s brand ambassador – zoomed in on four tourist destinations: Ahmedabad, Jamnagar, Kutch and Velavadar.
- “Your Moment is waiting “, Kerala Tourism has come out with its new international campaign – ‘Your moment is waiting’ – which is evincing some extreme reactions. The campaign targeted at foreign tourists, was premiered in London recently. Far from the usual accoutrements of the backwaters, beaches, boathouses, and colorful Kathakali dancers dotting the umpteen Kerala.

- Basanta Utsab's radio Campaign of west Bengal to attract the tourist to Shantiniketan during vasant Utsav.
- MP Ajab Hai, Sabse Gajab Hai, this advertisement is really creative covering all the destinations of MP with beautiful background music and the accompanied song. Almost not showing any lavishing pictures of the cities but through shadows this ad has said all the highlights of the state.

### Conclusion

Media is integrated to the various aspects of modern life and is becoming bigger day by day, Within the spheres of social interaction, cultural and educational interaction, it has acquired immense importance. The ways through which archaeological sites convey the traditions, custom and heritage of a particular community or society, the media can clarify deep rooted values in mankind through civilizations of the different countries and therefore, try to correct widespread untrue information circulating in the world. The media contributes largely in activating tourist attractions. The media can play mediator between tourism and society, meaning that it can effectively facilitate the process of conveying tourism products from the producers to the consumers. Media communications technologies are essential for investments for sustainable globalized tourism maintaining all the international development indicators. The impacts of media communications can bring about behavioral and attitudinal changes among the key personnel in local, national and global tourism for peace, security and sustainable development. The internet granted the freedom enjoyed by print media and common carriers such as letters, mails, and cable to the public media. Audio streaming has enhanced the reach of radio signals to just any part of the world. The internet's unfathomable capacity enables each media house to comprehensively investigate and publish detailed analyses. Internet radio does not only mean audio as pictures, images, digital files and graphics are accessible to the users. Advertisers and their audiences can easily interact via the internet broadcasts. The media have an essential role in putting emerging destinations on to the global map. The relationship between tourism and the media is important yet complex. People who have never seen the destination first hand generally tend to make their decision due the media reporting or information on certain traveling destination. Therefore, tourism is dependent on media reporting. Tourists tend to avoid destinations which are caught in the disaster coverage. Where due to disaster and media's antipathy, local communities lose their livelihood which is mostly, if not the entirely dependent on tourism. There are several tools of media which have impact on the audience, depending on a number of factors. So, in this paper we are targeting media's role to enhance Adventure Activities in India. Not only for Tourism Industry but Publicity and Promotion is required for every Field, means the Media can play a vital role to boom the Adventure activities not in India but in abroad also. To perform this function these days the tour operators and the travel agencies are setting up a specialized cell that is the PR departments in their organizations. These PR departments will use several tools to promote their concern Destinations.

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